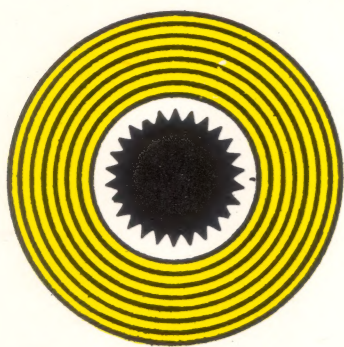


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September, Vol. 1, No. 8.

Journal of the Amusement Equipment Industry





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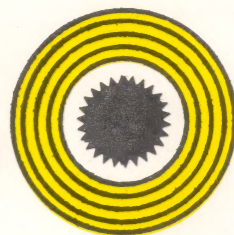
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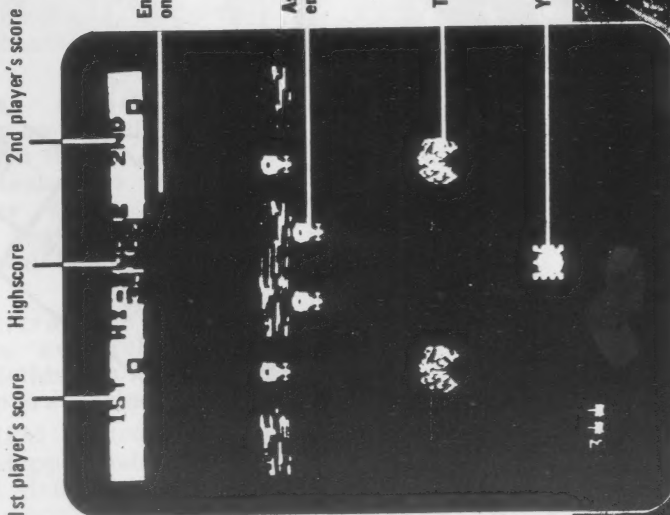


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FLIP

COMMENT

The appeal from Mary Openshaw for new games (page 13) is well timed and it echoes the private fears of many people in the industry.

The video boom cannot go on for ever. Video is obviously here to stay, but not in its present strength. We have seen copies of copies of copies.

There has been a similar trend in fruit machines and pinballs . . . the development of a theme until it is almost exhausted. If the industry is to maintain its present vitality, some bright new ideas are required . . . and quickly.

COVER PICTURE

The Lite a Nudge is JPM's new 3 reel A.W.P. machine housed in a new style cabinet with improved coin handling which incorporates 'Coin Controls Series 10' coin acceptors.

A feature of the cabinet is a glass fibre front double skinned in the glass fixing area with steel inserts for maximum strength.

The three beautiful young ladies admiring the machine against a striking coastal background are not, unfortunately, available with the machine!

The new Each Way Nudge Feature incorporates a Nudge Up Button allowing the player independent directional control of each reel.

The Nudge Feature can be played for: when the reels stop over-printed numbers advance the Nudge panel in steps, coinciding with the total of these numbers on the pay line. A total of five will completely illuminate the panel giving a Nudge Game.

Also there is a random chance of the display completely lightin without the numbered symbols.

Nudges available are indicated by an attractive plaque display which flashes at random when the feature is presented. The player stops flash by pressing a feature stop button and the available nudges are indicated.

An attractive Gamble Feature is available, giving Double or Nothing on wins of 10p, 20p and 40p to a maximum of 80p.

The JPM microprocessor controlled stepper motor reel unit is standard, giving the bonus that interference with reel spin gives no advantage whatsoever.

LEISURE PLAY

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Leisure Play is published by McMillan Martin Ltd., Charles Roe House, Chestergate, Macclesfield, Cheshire, SK11 6DZ. Telephone: (0625) 613000 and Printed by Trelawney Press Ltd., Northgate, White Lund Estate, Morecambe. Every care is taken in compiling the contents of this magazine, but the publishers assume no responsibility in the effect rising therefrom. All prices and data contained in advertisements are accepted by us in good faith as being correct at the time of going to press. Advertisers and publishers cannot be held responsible for any variations affecting prices or availability after the publication has closed for press.

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INSIDE STORY

Three Year Restructure Plan Puts Ace at the Front

The last three years have seen Ace Coin Equipment go through a gradual restructuring process which has taken it to the stage where it is one of the best equipped and technically advanced firms in the coin equipment industry.

The company, based at Talbot Green, Mid Glamorgan and 12 miles from Cardiff, has diversified from a position where it depended largely on the European market to one where it covers every section of the automatics industry.

One of the company's major customers in the days when it concentrated on Europe was Hobeia, the main distributors in Holland. The Dutch firm purchased shares in Ace and finally took over the company three years ago.

Mr. Gordon Berryman, an executive industrialist with 20 years' experience of industry in South Wales, was appointed Chairman. Since then Ace has expanded and made various acquisitions. One of the first moves was to double the size of the manufacturing capacity and a new factory was opened at Talbot Green in 1978.

The company was one of the first to introduce micro processors to fruit machines and two years ago, purchased 50 per cent of the company that supplied it with those micro processors — Verdure Ltd. of Swansea. Last year Ace purchased the other 50 per cent of the company and renamed it Race Electronics.

This important acquisition was put to the best possible use when it was decided to move the factory from Swansea to the headquarters site at Talbot Green. The new factory, opened recently, stands alongside the

main building and the design, manufacturing and programming techniques used there are as advanced as any in Europe.

The Verdure take-over led directly to another important stage in the growth and diversification of the Ace group of companies. There was a tremendous demand for printed circuit boards and in February this year, Ace acquired Howlgrange, the company that supplied Race Electronics with printed circuit boards. The self contained management structure remained the same and there was no reason for moving the company from its established base at Brecon. The company was renamed Race Circuits.

Both Race Electronics and Race Circuits are well diversified and manufacture components for other firms within the industry. They have growth patterns of their own both in and outside of the gaming industry.

As the group of companies expanded, the structure became more complex and there was a need for a complete control team. Gordon Berryman selected the team from existing personnel.

Mr. Harold Phillips was appointed Managing Director of Ace and Mr. Jeff Hull Director and General Manager of the Group. Mr. Keith Arnold, formerly technical director of Race Electronics, became Director and General Manager of Race Electronics and Mr. Stanley Ash, formerly in overall charge of Howlgrange was appointed Director and General Manager of Race Circuits. Mr. Arnold and Mr. Ash report to Mr. Hull who reports to Mr. Phillips. There is one common Board of Directors responsible for each company and the entire group so that management control is overall.

Mr. Berryman said "One of the things that concerned me when I joined the company was its utter dependence on the European market. I wanted to see us diversify and stand much more firmly on several legs. For example, I wanted us to take the company back into a strong position in the home market — we have worked towards this for the last three years. Overseas, we wanted to expand into markets that were not being given much attention. We also wanted to make more diversified additions to the company's production range."

Ace negotiated to manufacture under licence the video poker/card games designed by Sircoma Reno, U.S.A.

The public interest in video games for pure amusement was anticipated at Ace and as a result the company completed arrangements with Nichibutsu U.K. to manufacture their machines for sale in Europe. The company started the ball rolling with production of 100 machines a week and this figure is expected to increase. In addition to manufacturing the machines Ace have agreed to utilize their considerable U.K. and international sales organisations to sell the machines. Those arrangements are now in full swing.

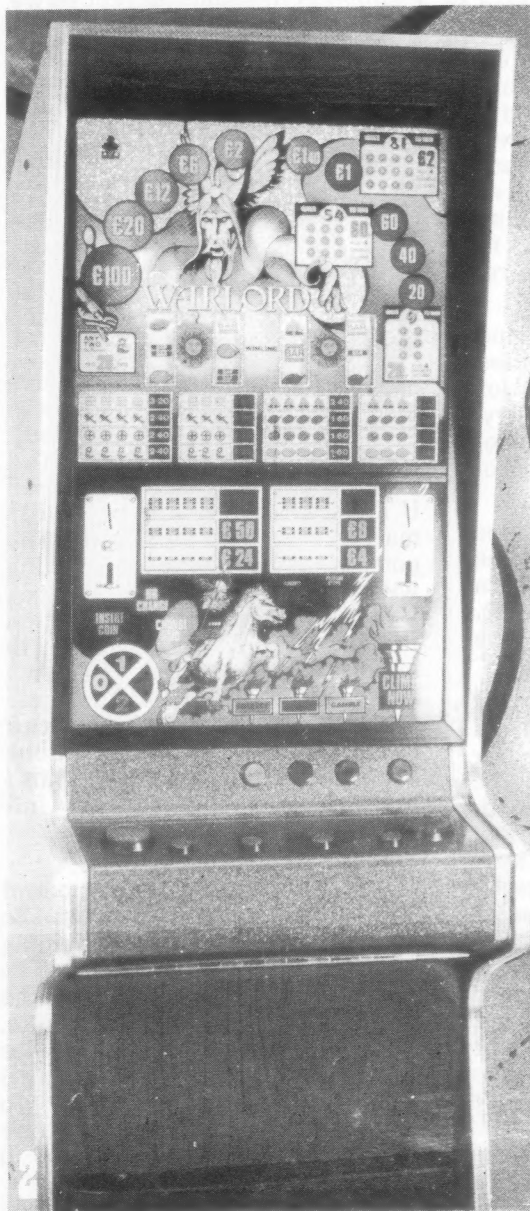
To complete the period of diversification and expansion Ace moved towards one remaining area — the pinball market. The company has negotiated with the Barcelona based firm, Playmatic, to operate as the U.K. Sales distributor for its pinball machines with a view to manufacturing them under licence if the turnover proves to be adequate.



The Ace Group now has one of the best organised and equipped premises in the industry. Within the relatively short space of three years, the company has expanded in several directions that have enabled it to keep right in the front line of the industry's rapid technological advance. This period has seen an expansion of micro processed technology as well as manufacturing and sales capacity.



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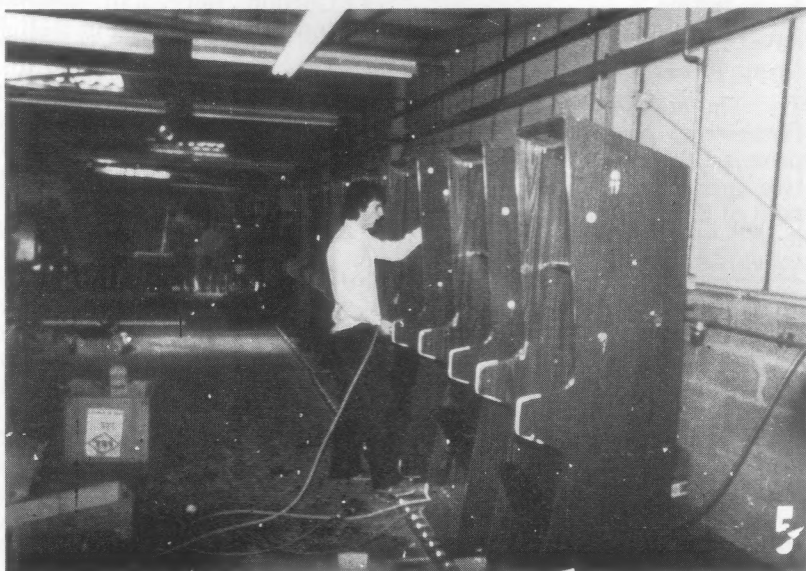
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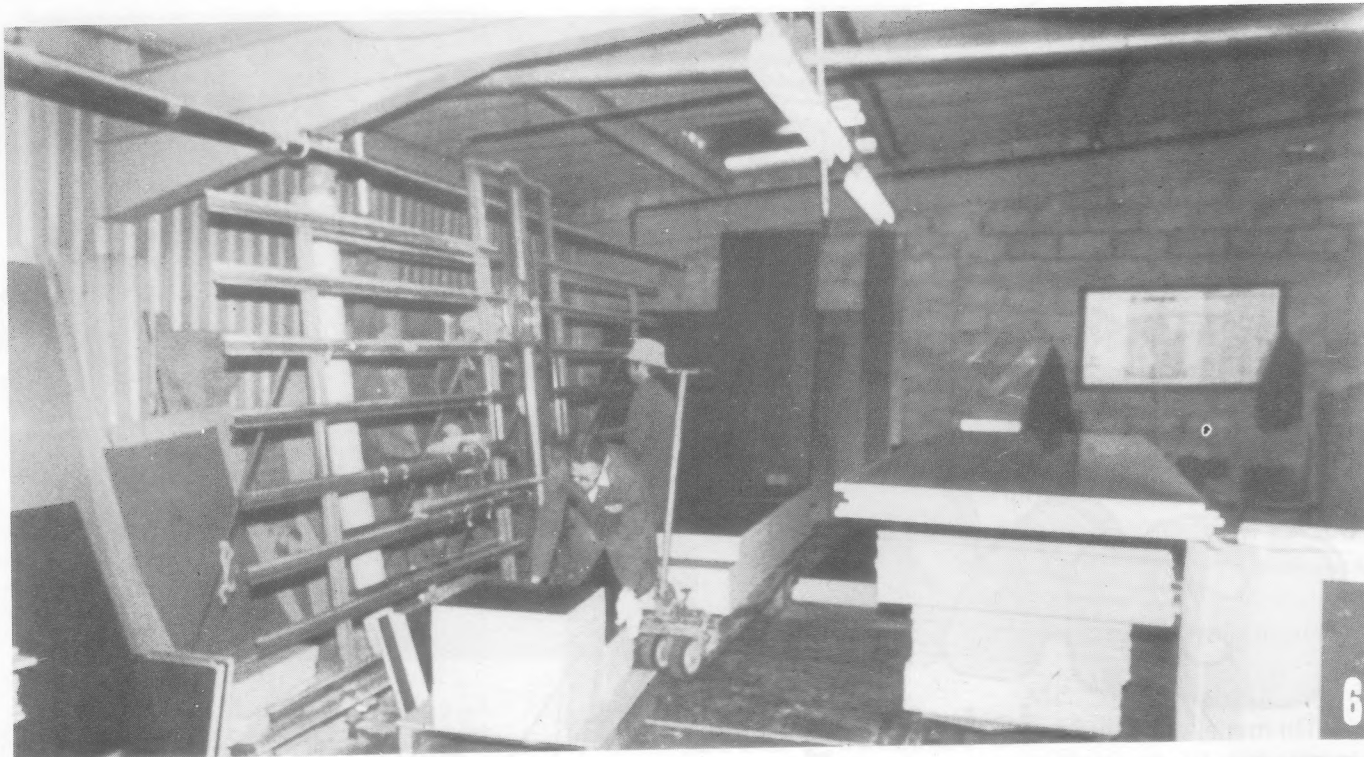
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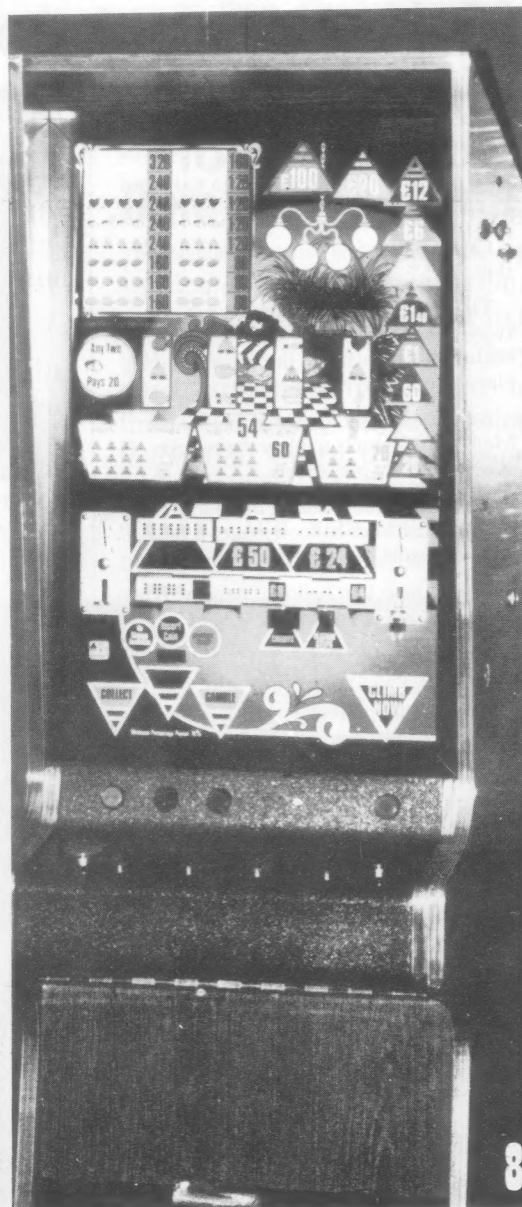
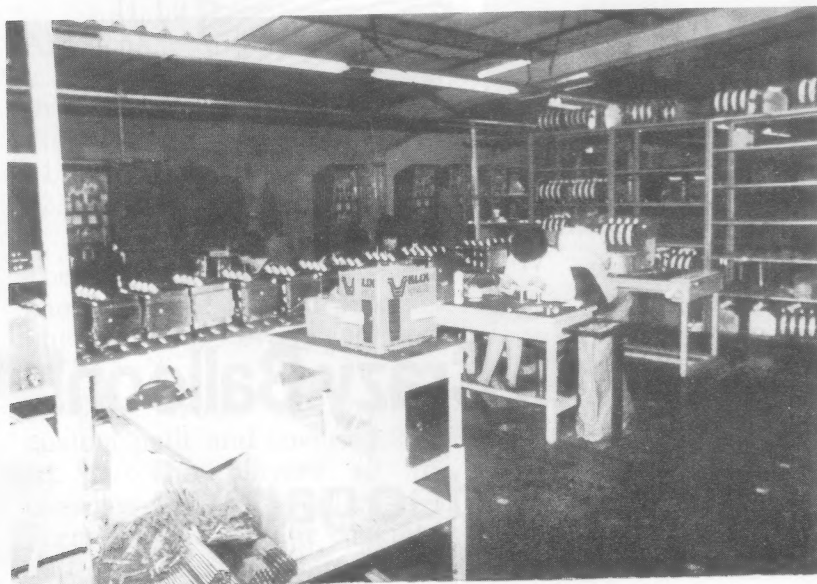
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5



- 1 The Ace headquarters building, situated in pleasant countryside at Talbot Green, Mid Glamorgan.
- 2 The Warlord, a fully micro-processed club machine with the Series 100 computer.
- 3 Mr. Harold Phillips, Managing Director of Ace.
- 4 Mr. Gordon Berryman, Chairman of the Ace Group.
- 5 Part of the assembly line where trims are fixed to cabinets.
- 6 Timber being prepared for cabinet assembly.
- 7 Everything is geared to smooth production at Ace. Sub assembly is carried out alongside the main assembly line to ensure continuity.
- 8 The Maxima club machine which together with Warlord has a fine sales record.



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There are three different maze formats, these change after balloon makes a safe landing at goal.

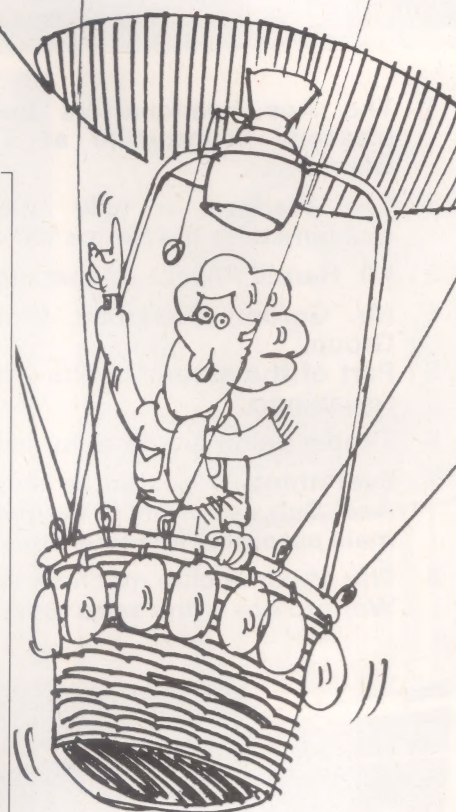
Players have four balloon chances. When fourth balloon bursts, game finishes.

Four red control buttons give four-direction manoeuvrability.

Crazy Balloon has choice of three levels of play skill. Players can register their names on screen along-side their score.

The game is accompanied by lively theme music.

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THEY QUEUE TO DRIVE ON RACE TRACK WHERE CRASHES DON'T HURT!!!

The opening of Rhyl's new multi million pound Sun Centre coincided with one of the wettest British summers on record.

The downpours and sullen skies throughout July and most of August meant booming business for the centre where the temperature is always sub-tropical and rain never falls — and brought a pleasant surprise for a firm in the coin-operated radio-controlled model field.

Leisuretronics, of Altrincham, Cheshire installed a £36,000 scale model of Brand's Hatch race track at the centre and during the first 11 days of operation it took £2,000.

General Sales Manager Tony Wadsworth said: "We knew we had a good product but the takings even surprised us."

The track at Rhyl is custom built and covers 1,200 sq. ft. The players sit in consoles that are replicas of Formula 1 racing car cockpits and pay 20p to operate the

models on the track in front of them. At the end of each day's racing a final is held for the players with the 10 fastest lap scores, registered on special lap-timing equipment.

Mr. Wadsworth said: "This is the biggest one we have built so far. Normally we build them for arcades and other sites with kiosks varying in size from 5ft. by 8ft. to 20ft by 20ft."

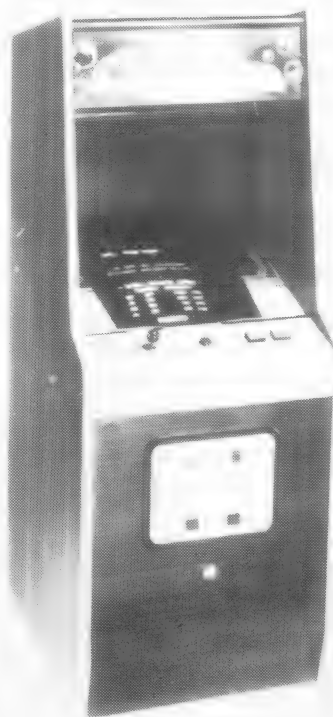
Leisuretronics was formed just over 12 months ago and is working to capacity from its workshops in a former Roman Catholic school. The Company is negotiating for a move to the new industrial estate at Warrington and hopes to be in a position to move within six months.

Apart from racing cars Leisuretronics' radio-controlled models include bulldozers, tanks, luna buggies and a "Death Race 2,000" model. The kiosks are equipped with tapes for authentic backgroun noises and lighting.

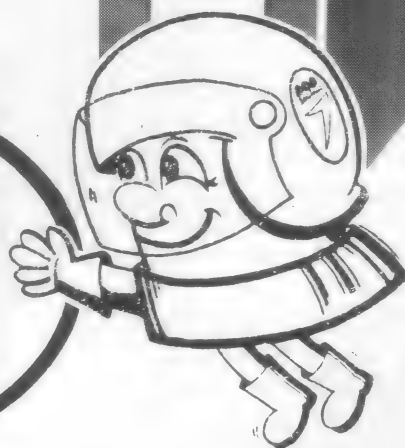
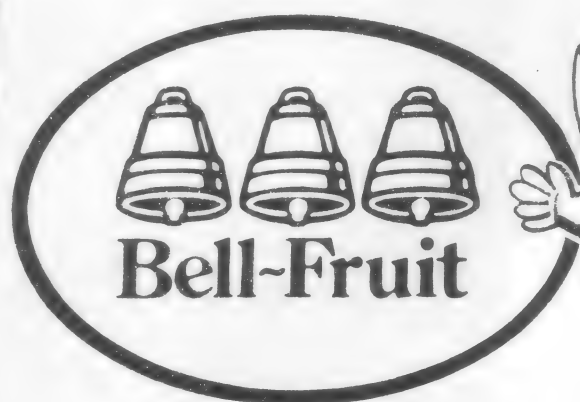
Mr. Wadsworth said: "Some of the kiosks run off less power than a video unit and take up the space of three videos. The package includes everything and once they are on site all the owner has to do is plug in. Most of our business is on the manufacturing side. We believe that back-up service is most important. Our models are very robust but like any piece of machinery they need attention from time to time. We carry out a service inspection every quarter and only charge after the first season. We can even help customers with finance." ΔΔΔ



ASTROFIGHTER AND GALAXIAN, TWO FANTASTIC VIDEO GAMES FROM BELL-FRUIT

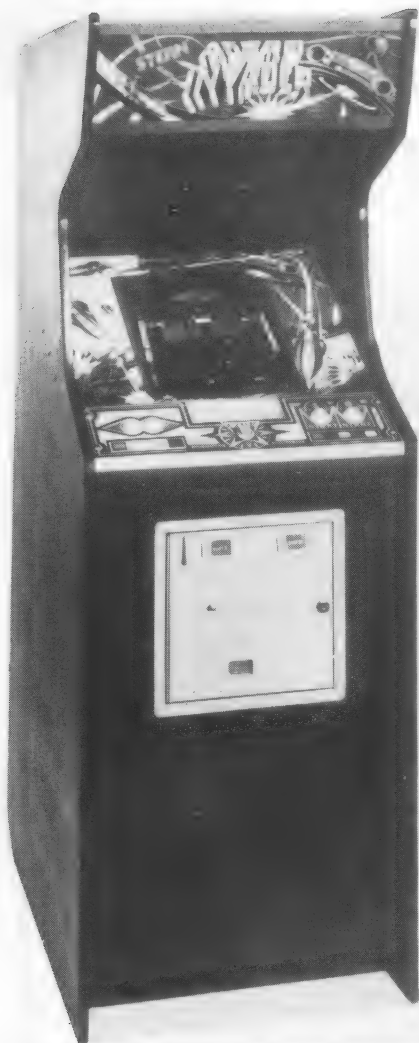


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STERN 'INVADE' VIDEO MARKET

Stern Electronics, one of the world's major pinball game manufacturers, have announced their first video game — ASTRO INVADER. The game, together with a new pinball, STAR GAZER, will be distributed in the United Kingdom by London Coin.

Astro Invader a solid-state two-player game, was very popular in selected test markets and features explosive non-stop play/action. In the Stern tradition, the game backglass is of bold, striking design — colourfully dramatizing the game theme of cosmic warfare.

Astro Invader challenges Earthling players to defend against an on-screen invasion of UFOs and other supersonic enemy craft. Players are provided with a sliding "laser base defence" and firing button to attack and destroy invading craft — before they attack and destroy and eventually annihilate Earth.

Stern's new pinball, Star Gazer, is a four-player solid-state game. It boasts brilliant-coloured backglass art, illuminated by flashing lights and other visual



features — set in synchronization with sound effects from out of this world.

The new game combines all the latest pinball technology with a constellation of new playfield features created by Stern. Cosmic attractions include: First game in the industry with "loop-action return", a revolutionary new design that rockets the ball into orbit from the bottom of the playfield. The second Stern game ever to have the incredible "Add-a-Ball" feature — gives player up to five balls on a single play.

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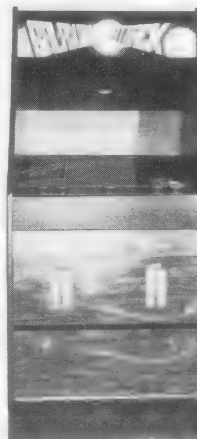
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TO THE INDUSTRY:

A PERSONAL MESSAGE FROM MARY OPENSHAW

DON YOUR THINKING CAPS! NEW GAMES ARE URGENTLY NEEDED!!

There are very few people in the automatics business anywhere who do not agree on one very important point: new games are desperately needed. There is a vast and hungry market for good amusement games. Even more important, there is a very great deal of money to be made by producing good new games.

When I speak to makers about new games, the reply is nearly always the same. They say: "It's terribly hard to think up anything new", or even: "It's impossible to think up anything new."

I agree that it is hard. But it's not impossible. After all, someone thought up Space Invaders, didn't they? And goodness knows, that caused a big enough sensation to give more proof of what a really good new game can do to the industry. But instead of many new games following Space Invaders, which proved that new games can be devised, what happened? A flood of copies of Space Invaders on the market.

And that, unhappily, is how it seems to go. When a good game appears, people are far more inclined to copy it than to get going and think up something themselves.

Everyone in the business ought to be thinking of new games, and all the time. Service men should search in the backs of their minds for ideas, and get in touch with serious manufacturers.

I feel that operators should start thinking, especially smaller operators, who are more in contact with the public, the people who play on the games. Distributors should talk to operators about this.

There had to be a first time for everything in the business. Flippers gradually evolved from a simple parlour game, where a ball was shot to roll among pins stuck in a board, to come to rest in a numbered slot. There had to be a first video game. Someone thought up the crane. Someone thought up the fruit machine, then the upright followed.

In other fields someone had to think up and develop literally everything we use. And people are still developing new things all the time. It's possible with coin operated games too.

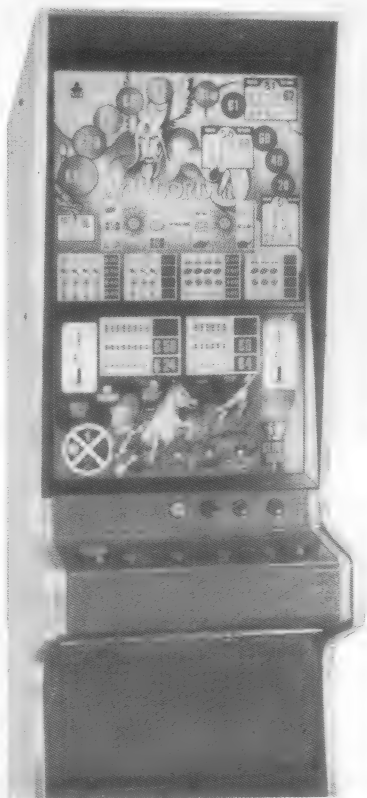
I'd like to see some of the big manufacturers, or the smaller ones if it comes to that, arrange competitions. Ideas would be submitted, and there would be a foolproof guarantee to ensure that any idea accepted was properly paid for, with royalties. There could be a prize winners, of course. The whole idea could serve up as quite useful publicity too.

Even I think of the need for new games quite a lot. Sometimes in odd moments I scribble out ideas. I've got one or two in my head and I'm going to think about them a lot more.

People with technical knowledge ought to be able to think up something far better than I can. Though who knows, one of these days one of my ideas might come to life.

Hard to invent new games? Yes, of course it is. But it's not impossible, it's far from impossible. You don't get anywhere without effort and it seems to me at times that a lot of people just don't try quite hard enough!

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DOWN AMONG THE BAKED BEANS AND PEANUTS — VIDEO GAMES

The American manufacturers, Atari, have re-designed the video game to suit the needs of supermarkets where every inch of space is vital.

The Asteroids Cabaret is built into a mini cabinet which takes up only four square feet of floor space and the manufacturers claim it can generate an income of more than 1,120 dollars per square foot per year.

The firm recently launched an advertising campaign aimed at various markets outside the coin-operated games industry as part of a support programme for the compact video.

Describing the programme, Mr. Frank Ballouz, Atari's Marketing Director, said: "The combination of a popular high-earning video game with a cabinet design that requires only four square feet of floor space is an ideal profit combination for both operators and for sites where floor space is limited.

"The advertisement programme is aimed

at various potential market areas to increase awareness and stimulate demand for the Cabaret style video game as a high potential contributor to profits and to help open the door for aggressive operators to new profit opportunities.

The Cabaret game offers the operator a wider variety of new opportunities to extend his site potential into areas that may not have had the space for standard upright games before."

The high earning potential of the mini videos has attracted the interest of super market and convenience store operators throughout the United States. Market research by Atari has also shown that restaurant chains, bars and taverns, amusement parks, bowling alleys, theatres, skating rinks, motels and college unions offer excellent potential as video game markets.

Atari feel that with the space-saving Cabaret cabinet combined with the top-earning Asteroids game they have a winner.

Introducing The Versatile Video System



The System Concept:-

Is the ability to interchange each model as it becomes less popular on site. This enables all systems to be a permanent top money taker throughout its entire life! How's that done? For a minimum of approx. £150 to a maximum of £375 any system video can be changed into an alternative system game. The conversion is carried out by the Dutchford factory within 7-10 days. The conversion includes 'New Flash', 'New Game Programme', 'New Panel' and where necessary full cabinet refurbish. In short, to purchase system video means you do not buy built in obsolescence, but you buy a video system with unlimited lifespan.

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3. *Systems* have larger cash boxes, coin separation and separate metering.
4. All *Systems* are built in a choice of tastefully designed woodgrain cabinets.
5. *System* videos provide operator options for a more difficult game thus giving maximum takings and lasting play-appeal
6. *Systems* are manufactured by Dutchford Ltd., The first British company to design and develop their own video game.

talking technical

A Further Look at the Pinball Engineer's 'Bible'

Following the interest expressed in Robert A. Hornick's two volumes, *Electronic Pinball Electronics*, featured in *Talking Technical* last month, we are taking a further look at his work.

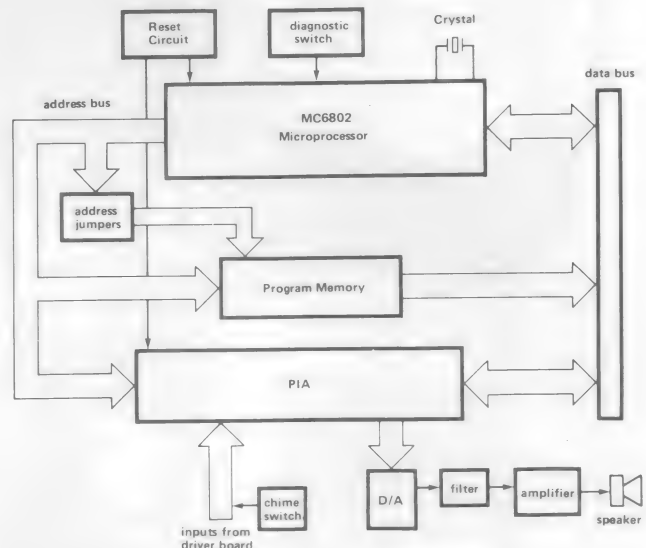
The books, published by Laserscope Ltd. are distributed in the United Kingdom and Eire by Brian Feeley Ltd., Ridgemount Gardens, Torrington Place, London WC1E 7AX and cost 9.50 each + postage.

Another example of the ground covered in the books is reproduced on the right. This is a diagram of the Williams Sound Board. The text explains that the sound board uses "a complete microcomputer for generating sounds. It has its own power supply and includes a D/A (digital to analog) converter and audio amplifier. The sound capability of this board is quite versatile and no doubt, Williams will be creating many new sounds with it in future game models.

"There are four connectors on the board, J1 on the upper right, provides power; J2 in the top middle, connects to the speaker; and J3 carries the input signal from the driver board. Connector J4, not included on earlier games, connects to the remote volume control in the cabinet."

The section on the Williams board goes on to deal with the power supply, reset circuit, microprocessor, programme memory, peripheral interface adapter and D/A converter and analog output.

This section is typical of the thorough and clearly presented way in which Robert Hornick has dealt with the complexities of pinball electronics.



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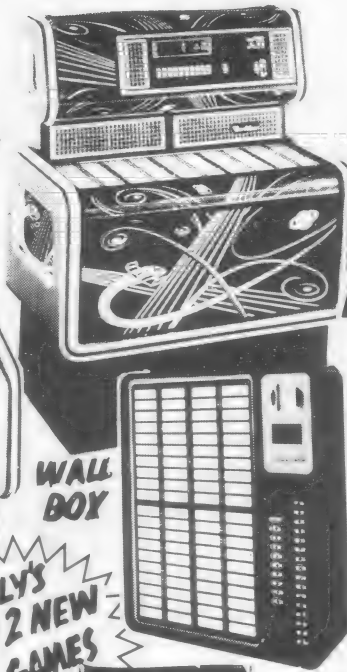
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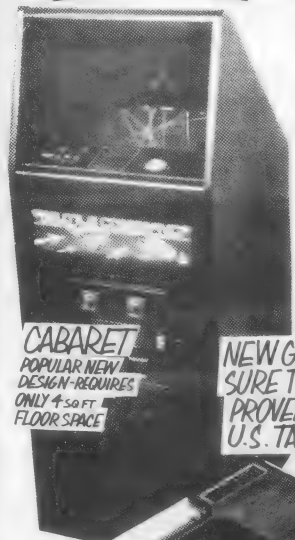
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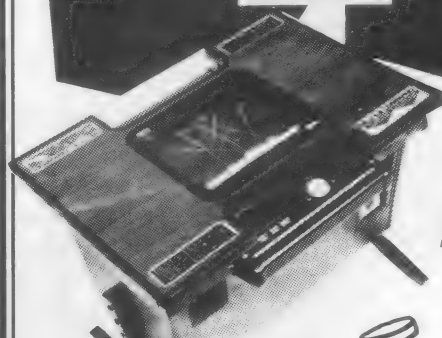
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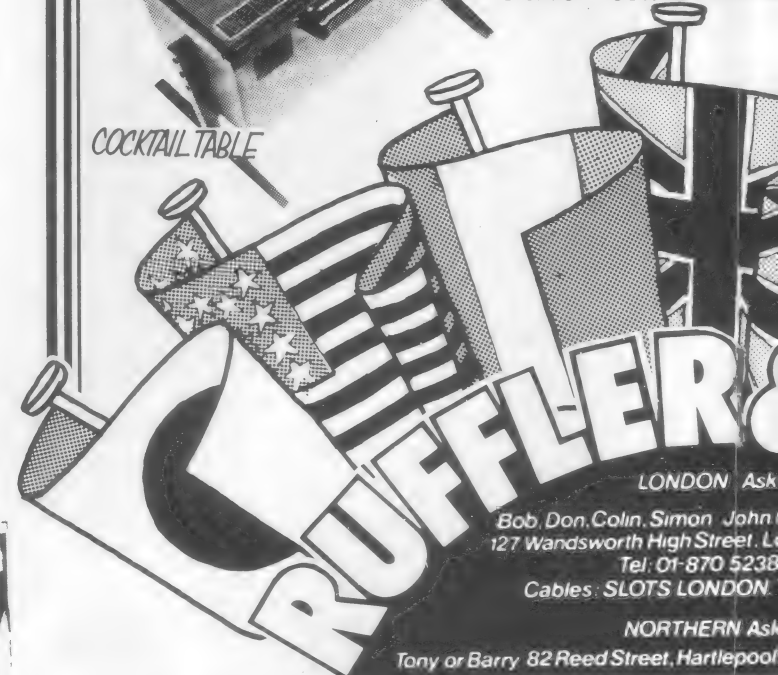


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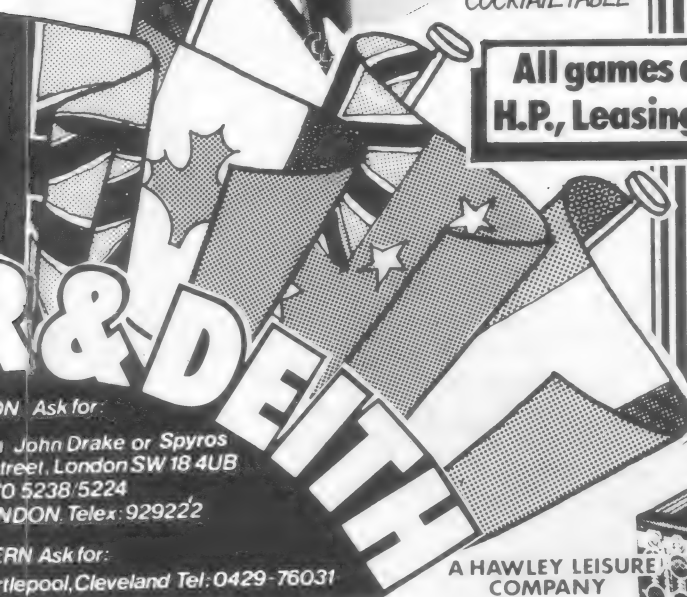


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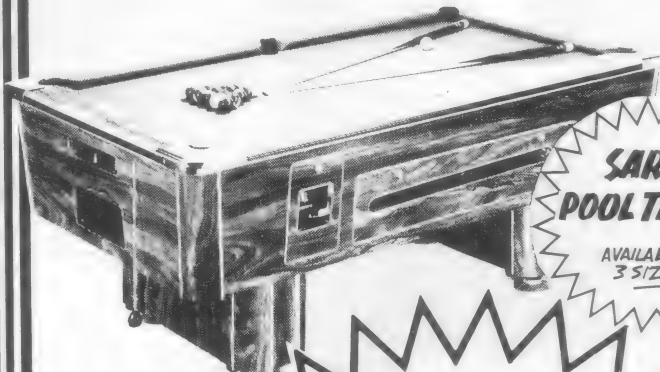
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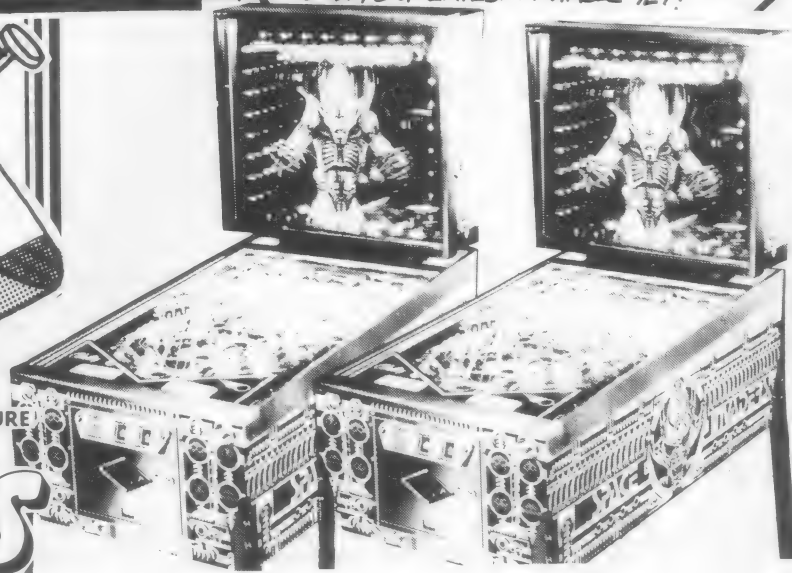
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Reminder to those Companies who have either not yet replied or perhaps did not receive this data-sheet in their August issue of Leisure Play.

We are compiling now for 1981, a much needed Classified Guide for the Amusement Machine Industry which will be entitled the Leisure Play "Euro-Guide". All Companies will be sent a questionnaire to complete to ensure the accuracy of entries under the various sections.

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LEISURE PLAY INTERNATIONAL

THE PERFECT BALANCE — YOUTHFUL ZEST AND MATURE POLICY

Not much more than a year ago three young people were all working together in the same automatics firm in Holland. Jan Tootne was on the sales side, Resi Van Dijk worked mainly on public relations, and Henry Spijkers was a highly qualified technician. All worked at international level and they were very good friends.

Perhaps it wasn't so unusual for Jan and Henry to like the automatics business so much, for after all it is very much a man's business. But Resi, young and a very pretty girl with lots of charm liked the industry too, which isn't so usual.

They had lots of enthusiasm, none of them was afraid of hard work, but what they wanted more than anything else was independence. So finally they decided to join together to found a firm of their own. The result is, in fact, two firms, Eurocoin International and Eurocoin Holding. Recently I went along to Bergen op Zoom, not far over the Belgian frontier where they have their headquarters at present, to hear all about their progress. It was an impressive story, considering that they did not start up on their own until September last year.

The first problem the three had to face was finding premises and in Holland this isn't easy. They were fortunate in having Marinus Elst, an operator in Bergen op Zoom, as a friend, for immediately he heard about the new firm and the problem of premises he offered them the use of his own offices until they could find something more suitable.

In Eurocoin each one of the three took over the side of things



Left to right: Jan Tootne, Henry Skijkers and Resi Van Dijk, seen with Marian Electronics gaming machines in the showroom.

they were accustomed to. Jan is managing director and in charge of sales, while Henry is the technical expert and looks after servicing. As for Resi, she told me: "I don't know exactly what I am," but she seemed happy enough dealing with general administration and public relations. All three are working very hard indeed, and I believe they are enjoying every moment of it!

Soon after it was founded Eurocoin International was given distributing rights for all Europe for the excellent gaming machines produced by the British firm, Marian Electronics. These are now very much liked by many Dutch operators, one of the first of whom was their friend Marinus Elst who has bought many of them. Commenting on the

progress of Marian Electronics machines in the Netherlands Jan said: "It's not merely encouraging, it's perfect."

Eurocoin has a special policy, a policy I would describe as being very mature, especially in a firm founded by young people. Although they have this wonderful, boundless enthusiasm and energy, the three decided at the start that they would not attempt to go too fast. "We made up our minds that we would do everything step by step, and that we would be very selective about anything we considered taking on," Jan Tootne told me.

So every step forward was very carefully considered. These carefully considered steps now include Eurocoin Amsterdam which was just being set up at the time of my visit, and which will



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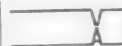
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look after sales and servicing in and around the city. In other parts of the country distributors have been appointed. These are Boers of Rotterdam and Veltmeier of Sittard, both extremely sound, successful and well respected firms, whose sales and servicing cover the best areas.

The firm Eurocoin Holding is a little different. Its aim is to set up distributing companies both in the Netherlands and abroad. Eurocoin Amsterdam was the first aim to be set up. The next was Hevex Eurocoin. Hevex is another well known Dutch automatics firm which has joined with the three to found Hevex Eurocoin which is based in Spain. Among its functions will be searching for the best Spanish made equipment and arranging for its distribution elsewhere in Europe. "This Spanish company will be working in full swing by the autumn," Jan and Resi told me.

Shortly before my visit Eurocoin International had been appointed Netherlands importer and distributor for Universal amusement games. "We wanted a really good make of these besides gaming machines", explained Jan and Resi. "But even with Universal offered to us we stuck to our policy of doing nothing in a hurry. We had long discussions with ADP of Germany, the main European Universal importers, before we definitely took the make on."

More news of their progress was the fact that instead of continuing to look for premises to rent or buy for their headquarters, they have decided to build. They were in the process of

negotiating for a site at 's-Hertogenbosch, a town centrally situated. If the purchase went through — and they were confident that it would — they hoped to start building immediately, and to have their new headquarters ready in a matter of months.

They had many good things to tell me about the Marian Electronics gaming machines. "We took them on because of their very high technical standard. Technically they are as good as machines of this type can be. There is absolutely no trouble with them", stressed Jan and Henry. "And, again very important, they have terrific play appeal, which is essential."

Holland is at present waiting for new laws concerning the operation of gaming machines, a law that will cover the whole country instead of the authorities in each locality deciding on what may or may not operate, and how, which is the present situation. This new law will almost certainly permit a cash pay-out.

"In spite of the fact that everyone is waiting for this new law, Marian machines are still selling well," said Jan. "The reason for this is that the machines are extremely easy to adapt to what we expect will come. So people buy them knowing that they will be able to go on using them."

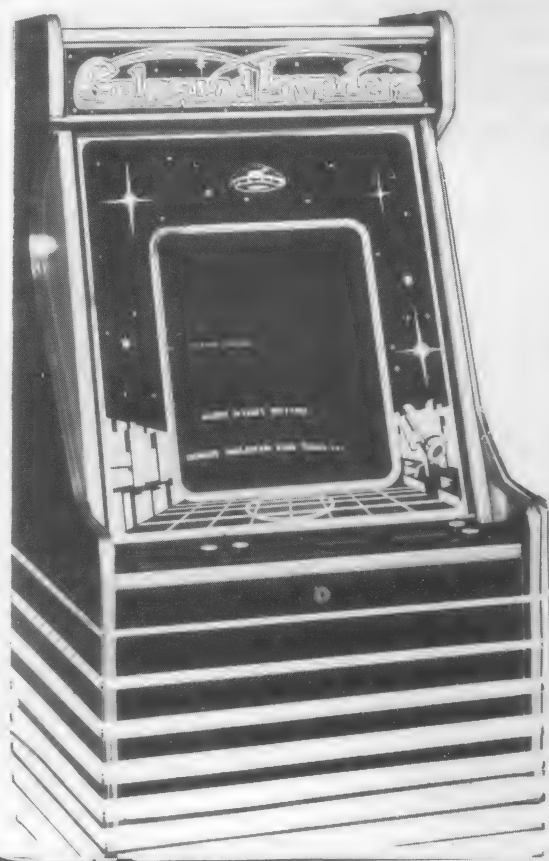
Everyone at Eurocoin is very enthusiastic about V.A.N., the Dutch automatics trade association and the firm is of course a member. "The new law will be due entirely to their efforts", they stressed.

On the export side Marian Electronics machines are going to several European countries including Austria through Eurocoin. This British manufacturing firm has come up with extremely good and attractive machines for each market covered, for special design is needed to make the machines come into line with the various legal requirements. Henry helps a lot with this. Not only in Marian Electronics producing good machines, but it is producing them in ever increasing numbers.

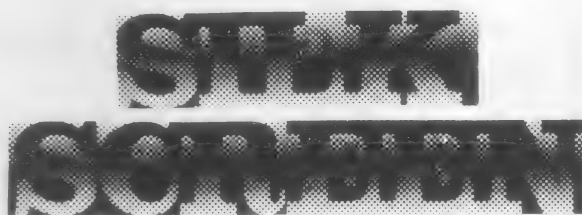
Everyone at Eurocoin was pleased by the fact that Marian Electronics had recently been taken over by Grand Metropolitan an enormous and very sound and solid group which is one of the most important in Britain.

One point that is helping Eurocoin a lot is the fact that the three partners are all very good at languages. All of them speak English fluently, and German as well. French, Italian and Spanish are other languages of which one or the other of them speaks.

Looking ahead, Jan and Resi said: "Yes, we think that we shall take on distribution of other makes, some just for the Netherlands, some for much wider markets. But whatever happens, we shall always be selective, and we shall continue our policy of going step by step, for up to now it seems to have been a very good way to work." And with the progress that Jan, Resi and Henry have made up to now, I think everyone will be bound to agree with them. △△△



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A STEP INTO THE UNKNOWN PUT MARIAN ON THE ROAD TO EUROPE

The approach came out of the blue. Tony Reynolds, Managing Director of Marian Electronics and Technical Director Bob Powell had never heard of the Dutch firm which required a fruit machine designing and manufacturing in a hurry.

The Dutch firm, Eurocoin (see Leisure Play International, page 21) had, in fact been formed only a few weeks earlier. But they required a machine to show at the Firainexpo, Paris, in December. It was now early October . . . but Tony and Bob did some rapid calculations and decided they could beat the incredibly tight deadline.

They came through with flying colours and when the doors of the Paris exhibition opened there was the Golden Coin fruit machine — designed and assembled by Marian and distributed by Eurocoin. A month later they produced the Hold It machine for Amsterdam's Horeova show. That was the start of a link between the two firms which is showing every sign of being a great success. Marian, 18 months ago struggling financially, are now exporting to Europe on a regular basis through Eurocoin. Golden Coin is sold in Austria and Hold It in Holland.

"If someone asks us to design a product we give a realistic date", said Tony. "But it is always on a short time scale.

"The approach from Eurocoin came as a complete surprise. They had been looking around for a quality product and were obviously well acquainted with our machines when they came to us. We are delighted with the present arrangements. We send a regular supply of machines into Europe through Eurocoin."

Marian Electronics, set in beautiful countryside in the heart of the Cotswold Hills at Chalford, Gloucestershire, was taken over by Grand Metropolitan Ltd. earlier this summer. Many people were under the impression that Grand Met was a company involved in a massive chain of hotels and nothing else. But the company has large brewery and public house interests and this made a firm like Marian, with its advanced technology in machines, the ideal stable companion.

Since the take-over, production at Marian has increased and AWP's



SPINNING TOWARDS A NEW ERA

Wheelspin is something of a landmark in the re-emergence of Marian Electronics as it marks a return to the manufacture of AWP's.

It gives the player the opportunity to play roulette. If he wins, the win is displayed on the indicator and the roulette wheel does a simulated spin — achieved by flashing lights. The player is given the choice of selecting colours and numbers 1 to 4 or 5 to 8. If his choice is correct he doubles his win and the process is repeated.

The player can also play roulette to decide whether he can hold on win or not. If his selection is correct the machine pays out. If he is wrong the reels spin in the normal manner.

Wheelspins are being manufactured for the home market and production is being increased to meet demand.

have been brought out for public houses. But there is still an impressive list of club machines, including Sahara, Burgundy, Blue Nile and Pharaoh. Tony Reynolds said: "We plan to double production in the next 12 months."

He is currently negotiating for the lease of a number of buildings next door to the existing factory, which is housed in a converted wool mill. If the negotiations are successful the firm will gain a further 2,000 sq. ft.

Apart from producing machines for the home and European markets, Marian sell electronics expertise as consultants. Several leading firms have had machines designed and developed by the electronics experts at Marian. All their own machines are designed at Chalford and the components made by outside contractors. Then the machines are assembled at Chalford. The quality control and tests are carried out at the factory.

The flashes are designed by Tony's wife, Lorna, who is a qualified commercial artist. The design of machines, from programmes to



Tony Reynolds
Managing
Director
of
Marian

flashes, is very much a team effort. "We like to throw ideas around," said Tony. "That way you get the best from everyone's efforts. In the case of European machines the people from Eurocoin come in on the discussions."

Apart from the advanced technology used in Marian machines, one of the big features is their versatility. The same microprocessors are used in all the club machines. The price of play can be altered by simply altering a link in the back of the machine and replacing the main flash.

Tony Reynolds and Bob Powell worked together on telephone communication equipment for Pye before launching Marian in 1974.

Last year the firm experienced financial difficulties and the receiver was called in. But Mr. Cyril Shack bought out the company and it came out of receivership. He transferred his interests in the company to Grand Metropolitan and resigned from the Marian board earlier in the summer.

Now the company, with its expanding European link, seems all set for a successful future.



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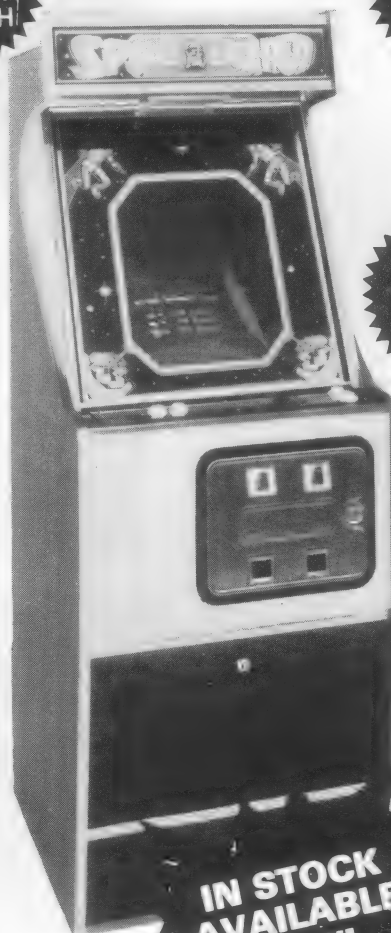
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Lee Hannis, Northern Sales Manager, has been with THF Leisure for more than 10 years. He started as Area Accountant in 1970 and in 1972 was promoted to Divisional Accountant. He became Area Manager, based at Blackpool, and was Assistant Director of THF Leisure North West for five years. His main function was as a "trouble-shooter" for the area, dealing mainly with the arcade side of the business.



Martin Williams, Southern Sales Manager, has been with London Coin for nearly two years. After gaining experience on the management side of personnel and administration he joined Streets as General Manager and later became Managing Director. He left the industry but found it was "still in my blood" and joined London Coin.

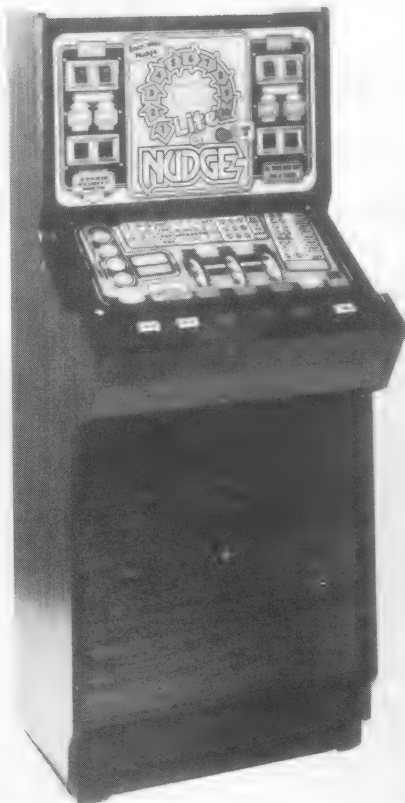


Eddie Conn will be assisting Martin Williams and his vast track experience will be invaluable. He is extremely well known in the trade and his father was a founder member of BACTA and a member of the Showmen's Guild. Eddie has been with THF Leisure for 15 years and was General Manager of their Arcade Division for ten years.



Peter Chandles (right) will take over Bert Baldwin's duties. Bert is retiring after 40 years in the trade, latterly as Service Manager with London Coin. He had previously worked for Ruffler and Walker and Sterling Machines, London, always on the service side of the business. He worked on radar during the war.

Peter Chandles has been in the trade for 25 years. He has worked for Ditchburn's and was himself an operator for 12 years. He joined London Coin from Phonographic Hire about 12 months ago.



THE LITE A NUDGE

Is JPM's new 3 reel A.W.P. machine housed in a new style cabinet with improved coin handling which incorporates 'Coin Controls Series 10' coin acceptors.

The new Each Way Nudge Feature incorporates a Nudge Up Button allowing the player independent directional control of each reel.

The Nudge Feature can be played for: when the reels stop over-printed numbers advance the Nudge panel in steps, coinciding with the total of these numbers on the pay line. A total of five will completely illuminate the panel giving a Nudge Game.

Also there is a random chance of the display completely lightening without the numbered symbols.

Nudges available are indicated by an attractive plaque display which flashes at random when the feature is presented. The player stops flash by pressing a feature stop button and the available nudges are indicated.

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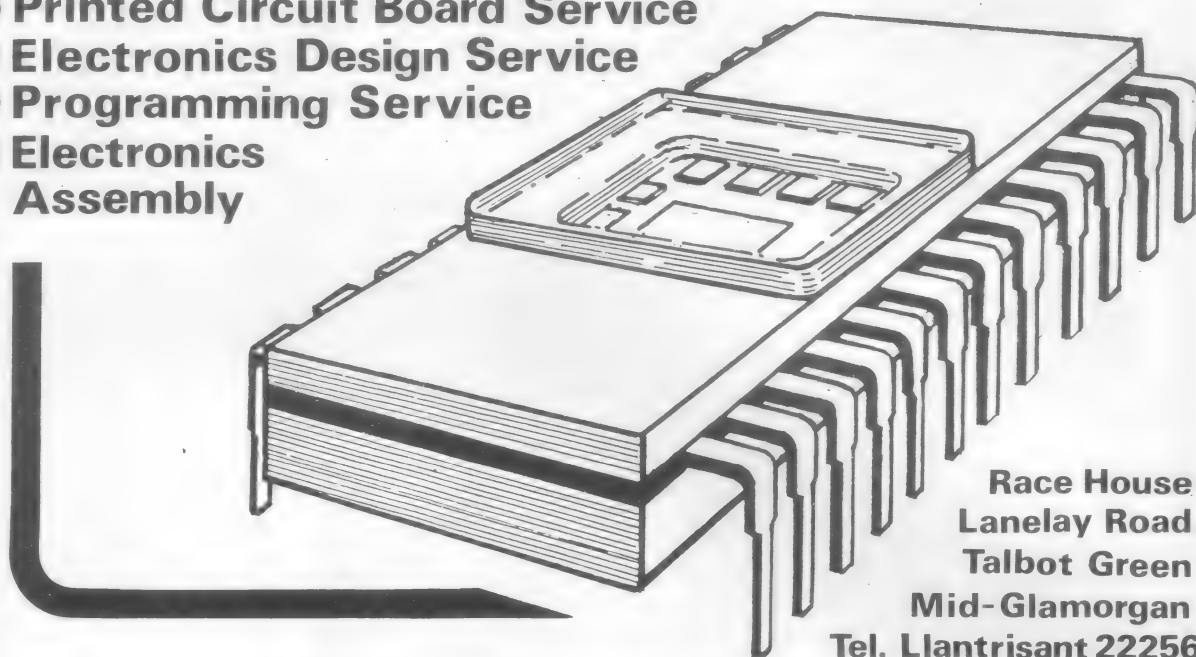
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Companies who have not yet booked space in this edition, especially exhibitors should contact us without delay.

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• Top Left

MORGANA is a coin-operated fortune telling machine which looks like standing the test of time. Although it was first manufactured in this country in 1979 by Mayfield Diamond it is still doing well. London Coin, who distribute it, are very pleased with its consistent record.

The ghostly face materializes directly in front of the player and the chilling voice reveals all the mysterious truths and predictions that have kept fortune tellers in business down the centuries. There is also a take-away ticket containing Astrological predictions. Foreign language models for export markets are available on request.

• Top Right

The latest game from Data East is the TOMAHAWK 777 which is available in both upright and table top versions. The Tomahawk features UFO's attacking from the sky and conventional submarines attacking from beneath the waves. The player has to pit a submerged submarine against the UFO's. They drop into the sea to attack the sub and the player then has to avoid another underwater hazard — mines.

The Tomahawk is marketed in the United Kingdom by London Coin.



• Bottom Left

Introducing TARG by Exidy! This new video fantasy adventure is available in a one or two player, full colour, compact video upright with international graphic instructions. Targ invades the highest levels of player involvement in the new generation of video games. It features all the new rules, tactics, and advanced strategy that today's players seek.

Its ever-increasing challenge develops skillful strategy in the green Wummel (player) as he combats his way through the angry red Targ ram ships, who defend the shrews blue Spectar. A gleaming gold square emits Spectars at random times during battle. The Spectar's mission, like that of the Targ's is to destroy the gallant Wummel in his search for points.

• Bottom Right

Viking is the latest conventional size pinball from Bally. It is loaded with new features and a warning signal that can freeze its current value; a 1-2-3 drop target feature that scores points and increases them tenfold if hit in the sequenced order, and a new bi-directional kicker that collects bonus and kicks up when lit and down when not. Viking contains the ever-popular in-line drop targets and a high scoring bonus potential of 295,000 bonus pairs on one ball.



WORLD WIDE IN BRIEF

Stambouli Brothers, the Lebanese firm which now has its headquarters in Paris, is making steady progress with the Karateco video games, made especially for the firm in Japan. Both upright and table models are going well.

There has always been a problem concerning the Automaten-schau, Switzerland's own automatic show. Some of the participants wanted to have the public admitted, mainly because they liked to see their reaction to current games. Others were dead against any people but professionals being allowed to visit the show. At last it seems that a solution has been found that will please everyone. The show will last four days this time, November 22nd - 25th. On the first two days, the Saturday and Sunday, the public will be welcomed, but participants will not give prices or other details about equipment. The Monday and Tuesday will be reserved for professionals only. The show will probably be bigger this time than in 1979, and a special gala evening for participants, their friends and visitors will most likely be arranged.

More news, this time of another exhibition, the Enada, to be held in Rome on October 2nd - 5th. A big feature of this very interesting all-Italian show has always been the great gala evening. This time it will be held at the Rome Hilton, the favourite setting for the event. Some years it has had to be held elsewhere, for the Hilton has not always been available.

Firms from many different countries will be exhibiting at the Eurautomat show, to be held in Brussels, Belgium on September 23rd - 25th. Germany, Italy, Britain, Ireland and Japan are among the countries which will be represented, and at this time of the year there will certainly be novelties among the equipment presented.

European Appointments

Mr. Hans Rosenzweig, who has been National Sales Manager for Löwen-Automaten for Bingen, West Germany, for five years is leaving the firm. He is returning to his native Hamburg to take on another appointment in the industry. The next National Sales Manager for Löwen-Automaten will be Dr. Günther Lentz, who joined the company a few months ago. He is a highly qualified marketing expert, and has come to us from the consumer industry. Prior to taking over his new post Dr. Lentz is being introduced to all the major companies which supply Löwen, including those in the United States.

BEAT-THE-CHEAT SYSTEM FROM COIN CONTROLS

Coin Controls Ltd. announce the availability of an anti-cheat system which can be built into their S1 series of coin acceptors or offered as a kit of parts for the on-site modification of this range.

The device operates on the principle of using the coin as a current carrying member and occupies the same space as the existing 'Marinyl Switch/Cradle Assembly with Coin Outlet Guide Extension'. It will be of interest to operators currently struggling with the fraudulent operation of 50p entries with 10p coins.

Coin Controls say that this is an interim solution devised to meet today's need until a more sophisticated generation of electronic coin testing devices will be answering this and many more foreseen problems on the coin machines of the not too distant future.

FRENCH ASTRO-FIRE

The well-known French firm René Pierre S.A. are now manufacturing video games. Their latest is Astro-Fire, available in upright and cocktail table version. René Pierre games carry a full guarantee for six months after purchase. This firm will also supply tables which can be used to make up video games with kits.

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2 Galaxy Gamble Featur (ex J.P.M.).....	each £45
2 Maygay Super Square.....	each £25
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Hat Trick Nudge (ex-Colour Match).....	£35
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AMI CT11 Crestwood.....	£650
AMI T12 Woodbridge.....	£600
AMI T11 Deville.....	£550
AMI MM6 Monterey/Calypso.....	£550
AMI MM5 Imperial/Tiffany.....	£500
AMI CD11 Wood Cadette.....	£350
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Southern Sales & Showrooms: Vivian Avenue, Hendon, London. NW4. Tel: 01-202 3592

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Harriers.....	£175
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Marian Sovereign.....	£150
Marian Sapphire.....	£125
Marian Super Gold.....	£75
Maygay Pik a Win.....	£75

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Super Nudge.....	120
Star Nudge.....	130
Queens.....	50
Bingo Royale.....	50
Nudge Gambler.....	220

J.P.M.

Bingo Time.....	65
Pool Play.....	125
Eight Ball.....	130
Housey Housey.....	50
Winner.....	40
Lucky Arrows.....	125

Atari

Tripple Hunt.....	450
Stunt Cycle.....	200
Avalanche.....	350
Super Bug.....	500
Breakout.....	300
Starship.....	400
Destroyer.....	350
Canyon Bomber.....	300
Super Breakout.....	400

Midway

Seawolf II.....	400
Gunfight.....	225
280 Zzap.....	250
Boot Hill.....	325
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Laguna Racer.....	325
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Sea Wolf I.....	250
Dog Patch.....	425
Space Walk.....	500
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Off-Limits.....	300
Fascination.....	300
Tumblers.....	250

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Gee Bee.....	450
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Sega

Secret Base.....	500
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Road Champions.....	180-200
Daredevil.....	180-200

Gremlin

Depth Charge.....	250
Blockade.....	100

Sub-Electro

Knockout.....	150
Springboard.....	150

Taito

Attack.....	400
Safari.....	400

Meilli

Sprint II.....	375
Sprint I.....	375
Matrix.....	150
Escape.....	150

PINTABLES

Zaccaria

Aerobatics.....	100
Ski-Jump.....	110
Nautilus.....	100
Supersonic.....	100
Combat.....	100
Queens Castle.....	100
Winter Sports.....	400
House of Diamonds.....	425
Ten Stars.....	95
Future.....	475
Shooting the Rapids.....	500

Williams

Wild Card.....	100
Hot Tip.....	450
Lucky Seven.....	450

Contact: Associated Leisure (Amusement Machines) Ltd., The Old Granary, Wetmore Road, Burton-on-Trent. Telephone: 0283 44411.

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A special Colour Edition of Leisure Play is being compiled as a review of the London Previews.

This edition will go out on our FREE direct mailing list in the Autumn and will be of considerable value to the exhibiting companies and of special interest to the trade as a whole. Several companies have already reserved full colour advertising space. If your company has not, and you are interested, please contact BERNIE ROGERS on 0625-612818.

SITUATIONS

SITUATIONS

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EXHIBITIONS 1980 — 81

Eurautomat, Brussels, Belgium — September 23 - 25
Large and important specialised show for coin operated games, etc.
Participation and attendance very international.

Enada, Rome, Italy — October 2 - 5
Italy's own specialised show for coin operated games, etc. Participation usually all Italian, attendance international. Novelties presented.

Tokyo Show, Tokyo, Japan — October 8 - 10
Japan's own trade show for coin operated and amusement equipment. Novelties presented.

Interhoga, Vienna, Austria — October 19 - 23
Very large catering trades show with important and very interesting section for automatics.

A.M.O.A. Chicago, U.S.A. — October 31, November 1 - 2
America's famous show where all the latest novelties are presented.

Interschau, Dortmund, West Germany — November 19 - 22
Very large trade show for travelling showmen, amusement park owners, etc. Wide range of equipment presented, including some automatics.

Parks Show, New Orleans, U.S.A. — November 22 - 25
Amusement Equipment of all kinds, including automatics.

Automatenschau, Zürich, Switzerland — November 22 - 25
Switzerland's own automatics trade show. **Special note:** this time the public will be admitted on the first two days, and the last two days are reserved for professionals.

Firainexpo, Le Bourget, Paris, France — December 9 - 12
Very large amusement equipment trade show. More than half the participants specialise in automatics. International attendance.

Horeova, Amsterdam, Holland — January 12 - 15
Very large and important catering trades show, with special section for automatics.

Ima, Frankfurt, West Germany — January 22 - 25
Germany's huge trade show for automatics. Participation this time will be very international, as will attendance.

A.T.E. London, England — January 12 - 15
The best automatics trade show in the world. Attendance very international.

Blackpool Show, Blackpool, England — February 17 - 19
Very interesting trade show for automatics.

Coin-Op '81 Show, Dublin, Ireland — April 29 - May 1
Ireland's own trade show for automatics. Expected to be larger and even more successful than last time.

Milan Fair, Milan, Italy — April 14 - 23
Very big general trades fair, with large and important section for automatics. The latest novelties presented by Italian manufacturers.

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LEISURE PLAY'S EURO GUIDE 1981

IMPORTANT PLEASE COMPLETE THIS FORM

Leisure Play are to produce for the first time — in time for the A.P. Exhibition a guide to the Amusement Equipment Trade Industry, which will be available for sale. The guide will be divided into several sections as detailed below. If you have any queries before completing the form please contact: Bernie Rogers - Advertising Manager, telephone 0625-612818.

SECTION A — FREE information to be included.

Name of Company.....

Address

.....

.....

Telephone No.

Telex No.

*Contact Name.....

*The contact name is intended for those companies who would like to have published the name of a person a potential buyer or client should approach.

P.T.O. for section B

SECTION B

A Company may choose up to FOUR of the headings set out below for the company to be listed under. If required a company may wish to be included in other specified headings which are displayed below, therefore the cost of the FIRST ADDITIONAL HEADING will be £10.00 plus £2.00 for any further headings required. All costs are subject to V.A.T.

FREE HEADINGS from which to chose classified entries

- | | | |
|-----------------------------|---------------------------------|---------------------------------|
| * Manufacturers | * Distributors | * Single Site Operators |
| * Arcades | * Video Repairs and Servicing | * Electronics Specialists |
| * Pool Table Manufacturers | * Pool Table Operators | * Coin Equipment |
| * Spares | * Bingo Equipment | * Vending Machine Manufacturers |
| * Re-builds and Conversions | * Cabinet Manufacturers | * Radio Controlled Models |
| * Travel | * Transport | * Novelty Games |
| * Juke Box Programming | * Fancy Goods and Gifts Factors | |

Classified entries require

.....

.....

.....

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SECTION C

Company Profile

The charge for entry is £3 per line excluding the basic free entry. Examples of Profile are set out below.

JOHN WATTS LTD.,
Procter House, Madison Road,,
Portsmouth, XY22 9TF.
Contact: Mr. N. Appleby.
Portsmouth 123567.

CHARLES PRESTON LTD.,
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Contact: Mr. B. Kershaw.
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videos have been specifically designed for
pub single site operation and are slim
enough to fit into the smallest bar. The
modern lines of the cabinet will blend with
any decor.
Simpson and Kershaw were one of the first
firms in the United Kingdom to
manufacture video machines and have
recently re-equipped their design and
development department.
Cost of £36.00 (12 lines)

This is free of charge

Cost of £18.00 (6 lines)

IF YOU WOULD LIKE FURTHER INFORMATION REGARDING A COMPANY
PROFILE ON DISPLAY ADVERTISING PLEASE TICK

Dated

Signed

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**McMillan Martin Ltd., Charles Roe House, Chestergate,
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